



JUNE 2018

**Prepared for:
Larimer County Government, Colorado**

**Prepared by:
The Center for Research & Public Policy, Inc.**

**2018 LARIMER COUNTY
CITIZEN SURVEY RESULTS**





Introduction



The Center for Research & Public Policy (CRPP) is pleased to present the results of a 2018 Citizen Survey for the Larimer County Government. The survey was conducted among Larimer County residents.

Who: The survey was conducted among Larimer County residents over the age of 18.

When: May 21, 2018 – June 8, 2018.

Introduction

Why: CRPP was commissioned by the Larimer County Government to conduct a county-wide survey of residents to collect input including satisfaction, views and needs across several aspects of the community.

The survey included the following areas for investigation:

- Views on quality of life in Larimer County;
- Familiarity with Larimer County Government;
- Satisfaction with 30 services/programs offered by the county;
- Perceptions of various aspects of Larimer County government and living;
- Willingness to pay more in taxes for several initiatives;
- Prioritizing county needs and objectives;
- Views on meeting established Larimer County Guided Principles;
- Sources for information;
- Experience and satisfaction with Larimer County employees; and
- Demographics.

Introduction



Methodology

Survey design at CRPP is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias.

Further, all scales used by CRPP (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. Placement of questions is carefully accomplished so that order has minimal impact.

All facets of the study were completed by CRPP's senior staff and researchers. These aspects include: survey design, computer programming, pre-test, broadcast/fielding, coding, editing, data entry, verification, validation and logic checks, computer analysis, analysis, and report writing.

Methodology

Larimer County Government assisted in:

- Survey input
- logistics of announcing the commencement of the survey through town meetings, press releases, community involvement (by way of online networks and in person) and contacting town leaders to encourage participation.

The survey was accessible via a link that was located on the Larimer County website and circulated through press coverage, community forums and social media networks.

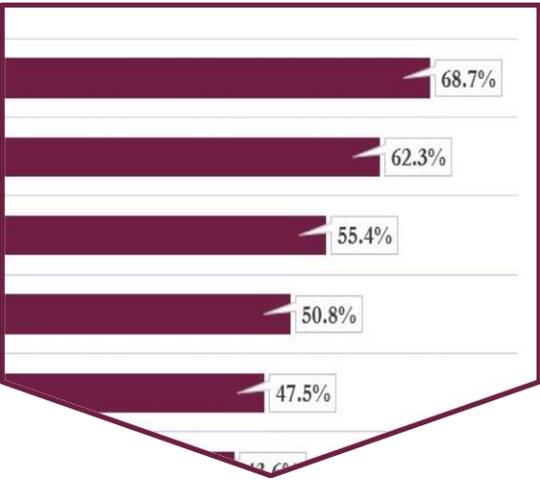
Methodology

Using a quantitative research design, CRPP received **3,682** completed online surveys from Larimer County residents.

Statistically, a sample of **3,682** completed surveys has an associated margin for error of **+/- 1.6%** at a **95% confidence level**.

Each qualified resident had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

Methodology



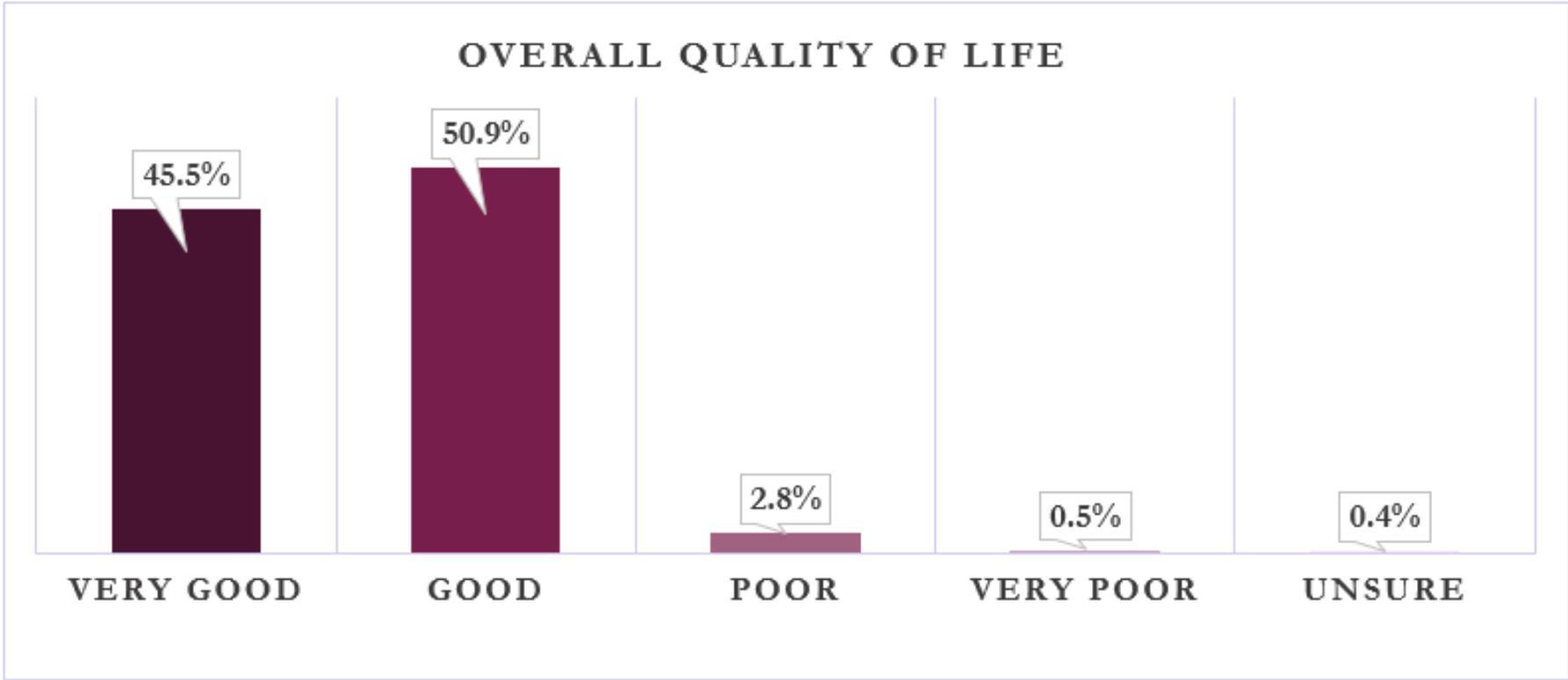
Summary of Findings



On Quality of Life



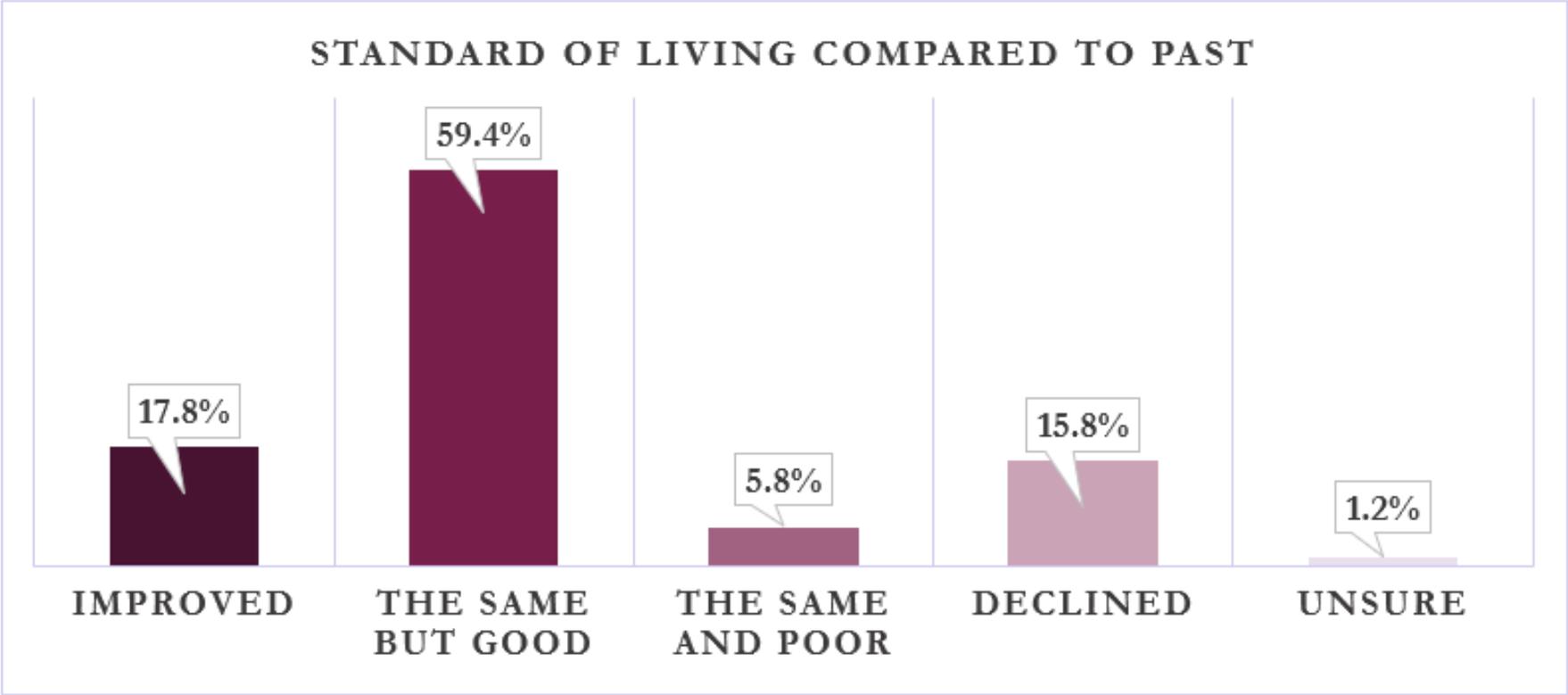
All respondents were asked to report their overall quality of life in Larimer County. A large majority, 96.4%, suggested their quality of life was very good (45.5%) or good (50.9%). Results are displayed in the following graph.



Quality of Life

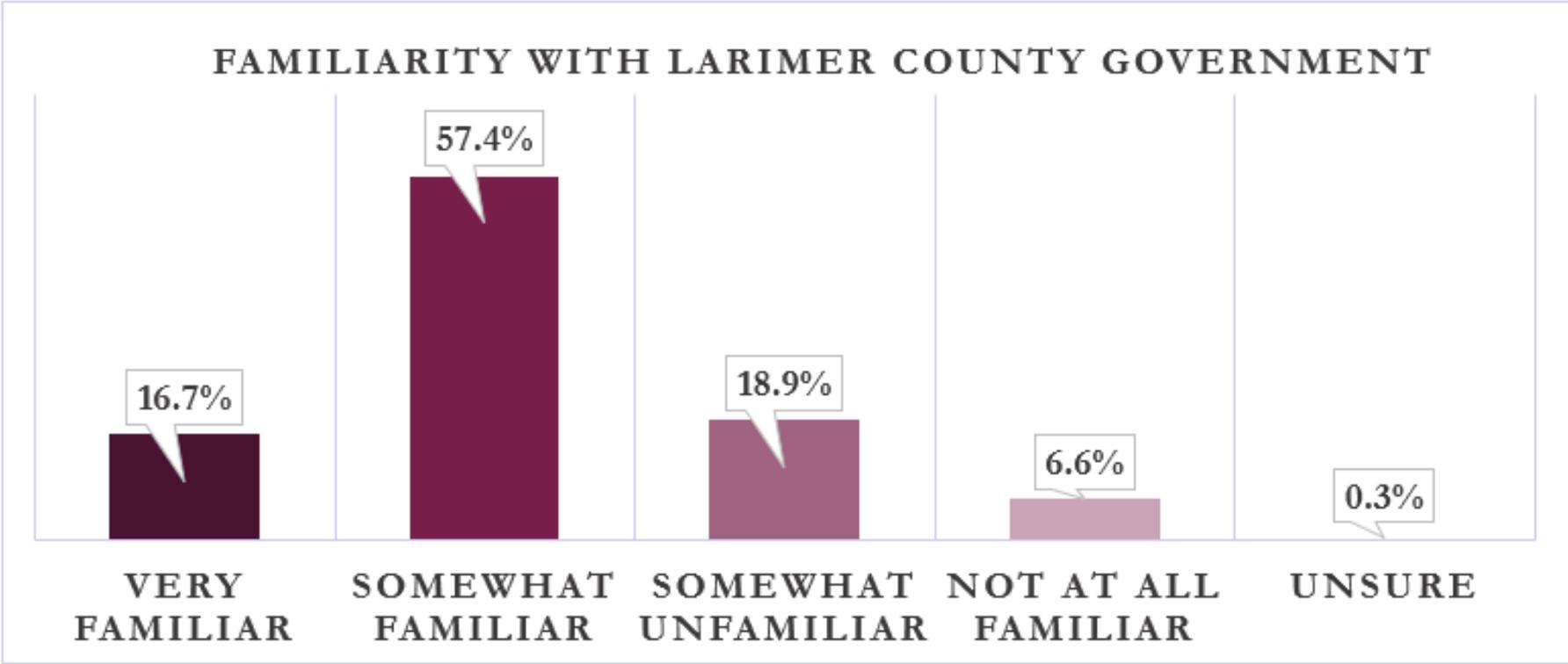


All respondents were asked how their standard of living is compared to two years ago. Over three-quarters of respondents, 77.2%, see their standard of living as improved (17.8%) compared to two years ago or the same, but good (59.4%). Results are displayed in the following graph.



Quality of Life

All respondents were asked to report how familiar they were with the Larimer County Government. Nearly three-quarters, 74.1%, indicated they were either very (16.7%) or somewhat familiar (57.4%). Results are displayed in the following graph.



Quality of Life





On Community Services



Based on all that they knew or had heard from friends, family peers or co-workers, all respondents were asked to indicate how satisfied they were with services related to community planning, infrastructure and resources provided by the Larimer County Government.

The following table holds the cumulative totals, in declining order, for those indicating they were very or somewhat satisfied. Unsure respondents were removed from the data in the second column.

COMMUNITY PLANNING, INFRASTRUCTURE AND RESOURCES	STRONGLY & SOMEWHAT SATISFIED PERCENT (Without Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (With Unsure)
Parks and open space (such as Horsetooth Reservoir and The Devil's Backbone)	94.0	90.3
Landfills (not trash collection), recycling, hazardous waste, solid waste services	89.2	82.9
Events at The Ranch Larimer County Fairgrounds including the Budweiser Events Center	86.4	63.0
Animal control services (outside city limits)	76.5	44.9
Maintaining non-city roads, bridges	70.3	63.2
Land use planning, zoning enforcement, and building inspections (outside city limits)	59.6	44.0
Meeting transportation needs	52.6	44.7
AVERAGE	75.5	61.9

Services

Based on all that they knew or had heard from friends, family peers or co-workers, all respondents were asked to indicate how satisfied they were with services related to human and economic health provided by the Larimer County Government.

HUMAN AND ECONOMIC HEALTH SERVICES	STRONGLY & SOMEWHAT SATISFIED PERCENT (Without Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (With Unsure)
Food and water safety services (such as restaurant inspections, water quality controls)	91.6	81.3
Public health services (such as immunization clinics, tracking infectious disease, home visits)	84.4	53.1
Research based educational programs (such as food safety, 4-H, and Agricultural Management)	83.6	48.2
Senior services (such as advocacy, information and referrals)	76.5	47.4
Public assistance (such as medical, food and financial)	71.8	43.7
Employment and training services	70.9	43.4
Economic development	68.5	55.7
Child protective services (including family support, foster care and adoption services)	65.4	33.8
Services to military veterans	63.1	30.0
Average	75.0	48.5

Services

Based on all that they knew or had heard from friends, family peers or co-workers, all respondents were asked to indicate how satisfied they were with services related to public records and information provided by the Larimer County Government.

PUBLIC RECORDS AND INFORMATION SERVICES	STRONGLY & SOMEWHAT SATISFIED PERCENT (Without Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (With Unsure)
Maintaining official records (such as real estate deeds, marriage licenses)	92.7	67.6
Handling voter registration and elections	90.9	86.1
The collection and distribution processes for taxes and tax record keeping	84.0	60.2
Motor vehicle services (such as registrations, titles and license plates)	81.8	80.8
Communication with residents about county services	63.9	57.1
Determining property values for tax purposes and the appeals process	59.3	52.7
Average	78.8	67.4

Services

Based on all that they knew or had heard from friends, family peers or co-workers, all respondents were asked to indicate how satisfied they were with services related to public safety provided by the Larimer County Government.

PUBLIC SAFETY SERVICES	STRONGLY & SOMEWHAT SATISFIED PERCENT (Without Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (With Unsure)
Protecting the public from wildfires and forest fires	91.4	79.8
Emergency Management (including preparedness, mitigation, response, and recovery)	89.7	70.9
Medical investigations (of deaths not resulting from natural causes)	88.3	34.1
Enforcing laws and providing public safety in rural areas	77.1	58.0
Operation of the Larimer County jail that serves all municipalities and rural areas	74.1	39.9
Criminal case prosecution	72.5	37.8
Alternatives to jail (such as work release, community corrections or service and home detention)	70.7	38.4
Providing Courts specifically for drug, DUI and mental health related offenses	63.3	31.1
Average	78.3	48.8

Services



On Perceptions of Life in Larimer County



Respondents were asked to indicate whether they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with several statements about life in Larimer County today.

The following table holds the cumulative totals for those indicating they were very or somewhat agreed with unsure responses removed from the second column of data.

PERCEPTION STATEMENTS	STRONGLY & SOMEWHAT AGREE (Without Unsure)	STRONGLY & SOMEWHAT AGREE (With Unsure)
Larimer County history is worth preserving	95.9	92.5
The Larimer County region is a great place to work	85.5	77.7
Larimer County is growing too fast	84.3	81.8
It appears Larimer County partners effectively with non-profit organizations and other government agencies	80.7	54.2
Overall, Larimer County appears headed in the right direction	72.4	64.8
County regulations protect our quality of life	70.7	63.2
I have confidence in Larimer County government	69.2	61.5
Larimer County is transparent about policies and budgets	64.8	48.6
Larimer County government listens to the peoples' voices	63.6	54.8
My local taxes are increasing faster than my ability to pay them	63.1	58.0
Larimer County tax dollars are spent wisely	60.4	51.1
Larimer County leaders appear to have a sound plan for our future	58.3	46.9

Perceptions



On Facilities and Program Support



Respondents were asked to indicate whether they would be very willing, somewhat willing, somewhat unwilling or not at all willing to pay more in taxes to secure additional programs and facilities in Larimer County.

The following table holds the cumulative totals, in declining order, for those indicating they would be very willing or somewhat willing to pay more in taxes to secure the proposed programs.

WILLINGNESS TO PAY MORE IN TAXES TO SECURE...	PERCENT STRONGLY & SOMEWHAT WILLING	PERCENT SOMEWHAT UNWILLING & NOT AT ALL WILLING
Correctional programs (such as alternatives to jail/prison)	70.2	24.8
Human services (such as food stamps, child and adult protection, public health)	68.6	27.4
Fleet maintenance shops (for County trucks, cars, and other mobile equipment)	61.2	31.2
Additional courtroom facilities	46.5	44.3
Jail expansion	41.4	51.9



On County Needs



Respondents were asked how they would prioritize several goals and objectives over time in Larimer County using a scale of one to ten, where one is a very low priority and ten is a very high priority.

The following table holds the cumulative totals, in declining order, by high priority (7-10 rating) of services with unsure responses removed.

PRIORITIZING COUNTY GOALS / OBJECTIVES	HIGH PRIORITY (7-10 RATING) (Without Unsure)	HIGH PRIORITY (7-10 RATING) (With Unsure)
More regional planning to manage growth	74.3	72.4
Enhancing mental-health services	71.8	69.5
Improving transportation infrastructure	70.8	68.8
Addressing housing affordability for all citizens	65.7	64.5
Increasing social services for seniors, veterans, and children	64.2	62.9
Increasing fire and flood prevention/mitigation	63.2	62.5
Enhancing broadband service in rural areas	54.2	53.1
Enhancing law enforcement / services	51.3	50.3
Increased job and employment training and placement services	48.1	46.3

County Needs



On Guiding Principles



Respondents were asked how well they see the Larimer County government doing, today, in meeting each of their Guiding Principles using a scale of one to ten, where one is not at all and ten is very well.

The following table holds the cumulative totals, in declining order, of positive ratings (7-10 rating) on how well the government meets each of the principles with unsure responses removed from the second column.

GUIDING PRINCIPLES	VERY WELL (7-10 RATING) (Without Unsure)	VERY WELL (7-10 RATING) (With Unsure)
Being good stewards of public resources	69.8	58.8
Being a fulfilling and enjoyable place to work	63.9	46.8
Promoting innovation and continuous improvement	58.6	44.3
Cultivating partnerships with cities and neighboring counties	56.3	38.5
Empowering people to take responsibility	51.0	37.1

Guiding Principles



On Communication



Respondents were asked to indicate where they received most of their information about ‘happenings’ in and with Larimer County government.

Multiple responses were accepted. The following table holds the cumulative totals in declining order.

SOURCES OF COMMUNICATION	PERCENT
Social media	49.8
Online newspapers	49.6
Friends/neighbors/co-workers	48.3
Official Larimer County website	46.7
Websites	39.7
Printed newspapers	35.6
Emails including emailed newsletters	31.6
Electronic media (such as TV, radio, podcasts)	25.3
County employees I see in the community	13.1
County offices	11.7
County events	10.9
Other	2.9
None of these	1.1

Other responses included: radio, NextDoor App, working for County, posters on community boards, citizen or city council meetings, HOA newsletters, mailed newsletters, Chamber of Commerce, utility bill inserts, and the Sheriff’s Department.

Respondents were asked to indicate which print newspapers, if any, do they use for information about Larimer County government happenings. Multiple responses were accepted. The following table holds the cumulative totals in declining order.

SOURCES FOR INFORMATION	PERCENT
Fort Collins Coloradoan	41.4
None of these	38.1
Loveland Reporter Herald	19.1
North 40 News	13.3
Estes Park News	4.5
Estes Park Trail Gazette	3.8
Berthoud Surveyor	3.4
Other	2.1

Other responses included: The Denver Post, BizWest, Longmont Times- Call, Fence Post, Windsor Beacon, Windsor NOW, 50+ Marketplace, Senior Voice, Collegian, Private Research, Rocky Mountain Herald, Compass, PVREA Magazine, and the Wall Street Journal.

Respondents were asked to indicate which online newspapers, if any, do they use for information about Larimer County government happenings. Multiple responses were accepted. The following table holds the cumulative totals in declining order.

SOURCES FOR INFORMATION	PERCENT
Fort Collins Coloradoan	61.1
None of these	26.3
Loveland Reporter Herald	25.9
North 40 News	7.7
Estes Park Trail Gazette	4.1
Estes Park News	3.9
Berthoud Surveyor	2.0
Other	2.0

Other responses included: The Denver Post, BizWest, LovelandPolitics.com, 9News, Reddit, Greeley Tribune, The Colorado Independent, Private Research, Collegian, Windsor NOW, CompleteColorado.com, Colorado Peak Politics and the Daily Camera.

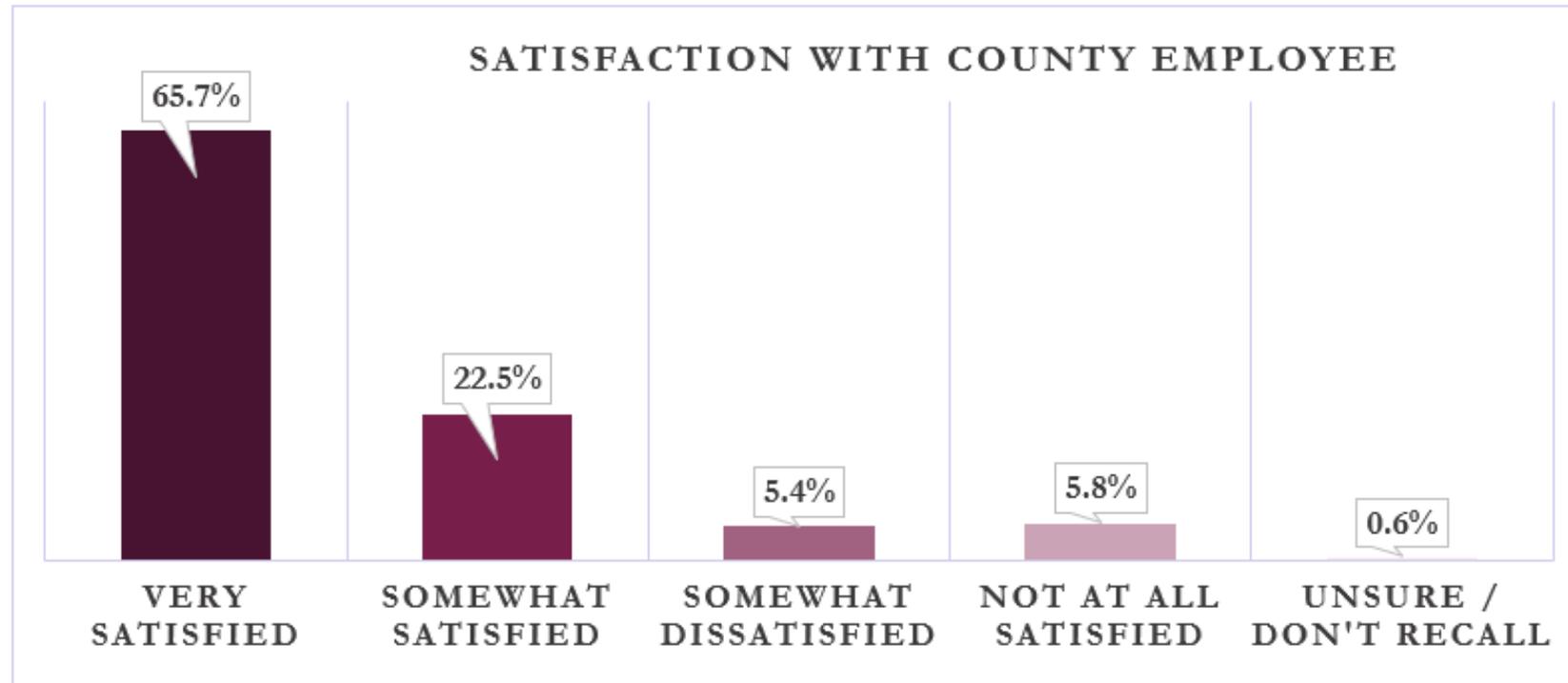


On County Employees



Respondents were asked to indicate whether they have had contact with at least one Larimer County employee over the past year. Respondents that had contact (81.6%) were asked to rate how satisfied they were with their experience.

Results are displayed in the following chart.



Employees

Thank you for the opportunity to
present!



Any Questions?